

**HEGEMONI AMERIKA DALAM BUDAYA POPULER:
SEBUAH STUDI TRANSNASIONAL PENGKAJIAN
AMERIKA DALAM IKLAN MAJALAH WANITA**

Disertasi

Disusun untuk mendapatkan gelar Doktor dalam Pengkajian Amerika



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**AMERICAN HEGEMONY IN POPULAR CULTURE:
A TRANSNATIONAL AMERICAN STUDIES ON
WOMEN MAGAZINE ADVERTISEMENTS**

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Submitted to obtain a Doctorate degree in American Studies



by

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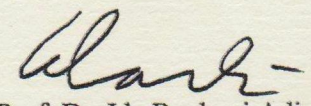
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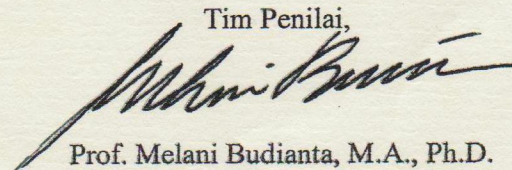
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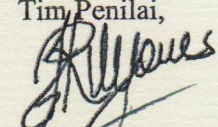

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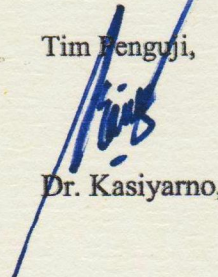
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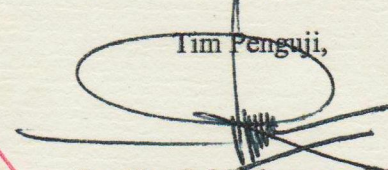
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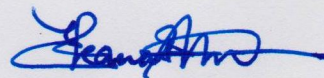
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ABSTRACT

This research aims at understanding the nature of American advertisement, as represented in women magazines, what phenomenon can be found within the advertisements that are carried within American women magazines that can cross border in space and time, and how do the magazine advertisements affect the global value of popular culture. Questions such as what kinds of cultural values are allocated to women as a minority group in America, and why are women pressured to maintain the traditional roles as mothers and housewives, but at the same time, how women are made to feel superior through the understanding that the consumer society's capital revenue depends on their decision making, have been asked to answer the objectives of this dissertation.

As a grounded theory and inductive project, this research constitutes a library study which is qualitative in nature and is carried out within the umbrella of the interdisciplinary of American Studies. The interdisciplinary is reflected in the application of Transnational American Studies theorized by Shelley Fisher Representation Theory by Stuart Hall, which underpins discussions of gender ideology to understand the reasons of negotiative hybridity and hegemony of the United States' popular culture and the global consumer culture that is represented through women magazine advertisements.

In this research the main data were 3621 women magazine advertisements from USA's *Cosmopolitan*, *Ladies' Home Journal*, and the *O: The Oprah Magazine*. For a globalization context, the advertisements were compared to the Indonesian *Cosmopolitan*, *Kartini* and *Femina*. The year span of 2007-2008 was chosen as during this period the US and many other neighboring countries were undergoing an economic recession. It was assumed that during that period the number of advertisements in magazines would have decreased, thus yielding unique results. In order to see the transnational time frame, the USA 1960s *Ladies' Home Journal* and some *Cosmopolitan* advertisements beyond the 2007-2008 were also taken as data representations for the 2000s.

By analyzing a selection of women magazine advertisements, this dissertation has discovered three major results. Firstly, the nature of American advertisement media in women magazines are a media for not only selling products and services for capitalism to continually prosper but it also shapes the cultural values of how the major American society has identified women, in addition to evoking a sense of pseudo-freedom-identity for women themselves.

Second, in showing how American women magazine advertisements have crossed the border through different nations and periods of time, there have been interplays of hybrid mixing and negotiations that the value of America, as the one holding power over many nations, is still successful at making other countries follow after their footsteps. Lastly, this dissertation finds that magazine advertisements do affect the global value of popular culture because the world becomes blurry and borderless due to the unison of a macro-consumer culture. What used to be a particular value in a certain community has now become a global culture experienced by people from many different parts of the world. What was a minority culture has become a majority. Yet, being a nation of paradox, the US has shown through its women magazine advertisements that the only way to go up the ladder is to have the majority blend in with the minority because it is only through this path that the locals will accept the global transnationality of American popular culture. In this dissertation, the study on the borderless, shapeless or context-less world that is represented by the images found in women magazine advertisement is giving the idea that people can have happiness in consuming popular culture products. In addition, some contemporary optimism is also felt as a consequence of the culture of American hegemony. The hegemony, however, prepares the world to live in homogeneity as a result of cultural hybridity.

Key words: American hegemony, consumer culture, gender ideology, hybridity, popular culture, transnational American Studies, women magazine advertisements

INTISARI

Penelitian ini bertujuan untuk mencari tahu sifat apa saja yang menjadi ciri khas iklan Amerika yang dimuat dalam majalah wanita, fenomena apa yang dapat ditemukan dalam iklan majalah perempuan Amerika yang dapat melakukan lintas batas dalam lokasi dan waktu, dan bagaimana iklan majalah itu mempengaruhi nilai global dari budaya populer. Pertanyaan-pertanyaan seperti nilai budaya apa yang ditujukan kepada kaum wanita sebagai kelompok minoritas di Amerika, dan mengapa wanita ditekan untuk tetap mempertahankan peranannya sebagai ibu dan seorang pengurus rumah tangga, tetapi juga sekaligus bagaimana wanita itu dipandang superior karena ia adalah pemberi keputusan atas budaya konsumsi dianggap sebagai masukan terbesar bagi kaum kapitalis, telah ditanyakan untuk menjawab tujuan dari disertasi ini.

Sebagai penelitian induktif yang menerapkan teori grounded, penelitian ini memanfaatkan studi pustaka yang sifatnya kualitatif dan terpayungi dalam kajian ilmu interdisipliner Amerika. Sifat interdisipliner direfleksikan dalam aplikasi teori Transnasional Pengkajian Amerika Shelly Fisher Fishkin dan teori Representasi Stuart Hall yang mengutamakan diskusi ideologi gender untuk memahami bentuk-bentuk negosiasi hibriditas dan hegemoni dari budaya populer negara Amerika Serikat dan budaya global konsumsi yang direpresentasikan dalam iklan majalah wanita.

Dalam penelitian ini, data utamanya adalah 3621 iklan majalah wanita yang diambil dari majalah Amerika *Cosmopolitan*, *the Ladies' Home Journal*, *O: the Oprah Magazine*. Untuk mengetahui konteks global dari iklan-iklan itu, maka iklan majalah Indonesia dari *Cosmopolitan*, *Kartini* dan *Femina* juga dipelajari dan dibandingkan dengan majalah Amerika tersebut. Tahun 2007-2008 dipilih sebagai pembelajaran karena pada saat itu negara Amerika dan negara tetangga lainnya yang sedang mengalami resesi ekonomi. Diperkirakan bahwa pada masa itu jumlah iklan majalah akan mengalami pengurangan waktu, maka akan menjadi studi yang menarik. Untuk melihat masa waktu yang transnasional, iklan dari majalah *Ladies' Home Journal* terbitan tahun 1960an dan beberapa iklan majalah *Cosmopolitan* setelah 2007-2008 juga dipakai sebagai representasi iklan tahun 2000an.

Dengan menganalisis beberapa iklan majalah wanita yang telah di seleksi seperti tersebut di atas, maka sebagai hasil disertasi ini menemukan bahwa pertama, sifat dari iklan Amerika, seperti yang direpresentasikan di majalah

wanita adalah sebagai media yang tidak hanya bertujuan untuk menjual barang dan jasa untuk para kapitalis dapat seterusnya Berjaya namun iklan itu membentuk nilai-nilai budaya dari bagaimana masyarakat mayoritas memandang wanita, selain juga menggambarkan identitas kebebasan yang semu dari kaum wanita itu sendiri. Kedua, dalam memperlihatkan bagaimana iklan majalah wanita Amerika itu telah melintas batas lokasi dan waktu, ditemukan adanya permainan percampuran bentuk hibriditas dan negosiasi sehingga negara Amerika sebagai negara yang memegang kendali hegemoni dunia tetap dipertahankan sebagai negara yang diikuti oleh negara lain. Terakhir, disertasi ini menemukan bahwa iklan majalah wanita memang mempengaruhi nilai global dari budaya populer karena dunia menjadi samar-samar dan tanpa batas sehubungan dengan penyatuan dari budaya konsumsi yang makro. Apa yang tadinya menjadi nilai yang khusus di sebuah komunitas sekarang telah menjadi sebuah budaya global yang dialami oleh manusia dari berbagai belahan dunia. Apa yang tadinya sebuah minoritas telah menjadi mayoritas. Akan tetapi sebagai negara yang paradox, melalui iklan majalah perempuannya, Amerika telah memperlihatkan bahwa cara untuk menaikkan tangga adalah supaya yang mayoritas-pun dapat menjadi satu dengan kamu minoritas karena hanya dengan cara inilah para lokal akan dapat menerima transnasionalisasi global dari budaya populer Amerika. Di dalam disertasi yang mempelajari dunia yang tidak terbatas, tidak berbentuk, atau tidak kontekstual melalui imaji atau gambar yang terdapat di iklan majalah wanita ini, member sebuah kesenangan dalam mengkonsumsi produk budaya populer. Selain itu, ada dan perasaan optimistik yang sementara sebagai hasil dari budaya Amerika yang berhegemoni. Akan tetapi hegemoni itu mempersiapkan dunia untuk hidup dalam homogen sebagai hasil dari budaya yang meng-hybrid.

Kata kunci: hegemony Amerika, budaya konsumen, ideology jender, hibriditas, budaya populer, transnasional Pengkajian Amerika, iklan majalah wanita

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